**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

* Prior to online forums data was collected by asking customers to fill out paper forms.
  1. What were the problems with this method of collection?
* People could enter incorrect data and not pick it up when it is checked.

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.

* Customers can fill out forms whenever it suits them as the internet is accessible 24 hours a day
* Double handling of forms isn’t required
* Easier to read than people’s handwriting
* Data is quicker to collect because you don’t have to wait for the mail
  1. What is a potential problem with direct access?
* Customer can enter incorrect data that won’t necessarily be picked up by electronic validation

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?
     + People who benefit more from purchasing this way include individuals who are housebound for example elderly or sick or those with young people.
     1. What is meant by time-poor people?
     + Time poor people struggle to fit ordinary things into their days as they are busy working days and sometimes nights.
  2. Feedback
* Organisations like to get feedback from customers so they can see where they need to make changes to improve their services.
  1. Online voting
* Online voting allows organisations to get opinions from their customers to see what they like and what would appeal to them.
  1. Social Networking
* Social networking sites allow people to communicate with family and friends from all around the world without having to see them face to face.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

* PHP stands for hypertext pre-processor. Dynamic webpage content requires PHP code to be run and executed by the PHP runtime. PHP is very versatile as it can operate on many web servers, operating systems and platforms and can be used with any relational database management system. PHP is also available free of charge.
  1. What is a dynamic webpage?
* A dynamic webpage is one that changes as requested by user. Dynamic webpages provide more flexibility than just looking at text and images. It provides for an interactive experience.
  1. Give examples of dynamic webpages.
* Google Earth
  1. Explain the nature of ASP.
* ASP stands for active server pages. ASP.Net is a web application tool that assists in building dynamic webpages.
  1. How does JavaScript differ from PHP and ASP?
* JavaScript differs from PHP and ASP because it is used mainly on the client side and they are used on the server side.
  1. Back-end tools
     1. what type of information is sought by back end tools such as cPanel and Google Analytics.
     + What was commonly searched for, location of visitors, how long they stayed on the website for and the websites they came from.
  2. Cookies
     1. Describe the nature of a cookie.
     + A cookie is a small file that a web server stores on the user’s computer.
     1. What information does a cookie typically contain?
     + A cookie typically contains data about the user such as the users email address and web viewing prefrences.
     1. How can cookies be misused?
     + Cookies can be misused as spyware which can track people and lead to privacy issues.
     1. What is spyware?
     + Spyware is a file that collects small amounts of information about users within their knowledge. Typically spyware is hidden from users and discreetly installed on the user’s computer without their expressed permission and is hard to detect.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

* TLS and SSL are protocols used to provide security for communications on the Internet.

1. What is the role of HTTPS software?

* HTTPS provides encryption and security in terms of identification of the server. It was created to provide a secure medium through the internet.

1. Which port does HTTPS use? How does this compare to HTTP.

* HTTPS used port 443 whereas HTTP uses port 80.

**Privacy Policies**

1. What is the role of privacy policies?

* Privacy policies has rules around how data collected is used and to whom it will disclose to.

1. What data must a privacy policy contain?

* A privacy policy must contain details about what data is gathered and how it is used.

**Shipping and returns policy**

1. What is the role of these policies?

* These policies allow people to return goods and services back to the organisation.